



COTTONWOOD HEIGHTS

1265 East Ft. Union Blvd., Suite 250
Cottonwood Heights, UT 84047

Request for Proposals

2014 Website Project

1. **Introduction.** The city of Cottonwood Heights, Utah (“City”) desires to update and redesign its website, cottonwoodheights.utah.gov (the “Website”). Consequently, City is requesting proposals from qualified proposers to perform design, licensing and hosting services for the Website, together with all ancillary and additional services as may be reasonably required to accomplish the desired result in a competent, comprehensive and finished manner. Such work and services are collectively referred to herein as the “Project.”

City desires to enter into a contract with a qualified and acceptable consultant (the “Consultant”) for provision of all labor, supplies and materials necessary to successfully accomplish the Project. As more fully explained below, the selection of a Consultant will be based on the bid received as well as on City’s determination of the bidders’ respective expertise, experience, and resources that can complement the limited resources of City in successfully accomplishing the Project.

2. **Intent.** Although it is the intent of this Request for Proposals (this “Request”) to set forth the minimum acceptable requirements for responsive proposals, the scope of work in this Request is not comprehensive and all-inclusive, but rather is an attempt to generally describe the necessary characteristics. A mutually acceptable agreement prepared by the City Attorney will be signed by City and the selected Consultant detailing the final scope and parameters of the Project, completion timetable, interim reports, deliverables, etc.

3. **Detailed Description of Project.** The Project will include, at minimum, the work and services necessary to redesign the Website to be graphically appealing, fully functional and to provide user-friendly interactive tools to accomplish, among other things, the following:

(a) **Website Requirements.** Requirements of the redesigned Website include, without limitation, the following attributes:

- Security
- Attractive visual design, showcasing City and its special attributes
- Easy to navigate
- Ease of use for website administrators
- Regular site upgrades/implementation of new technologies
- Responsive web design

- Accessible to people with disabilities

(b) Necessary Features. Necessary features of the redesigned Website include, without limitation, the following:

- Search
- Calendar
- Announcements
- Newsroom
- Ability to post to multiple platforms at once (such as social networks)
- Photo galleries/video
- Ability to create forms
- Online payment capabilities
- Push notifications
- Ability to receive, track and respond to comments/complaints
- Maps
- Postings of RFPs, jobs, etc.
- Integrate social media websites

(c) Hosting. The Consultant also shall provide monitored, reliable hosting of the Website with at least weekly site backup with a static IP address, unless City chooses to host the site internally.

4. **Proposal Content and Instructions to Proposers**. A proposal submitted in response to this Request shall be in the format outlined below and shall be signed by an officer of the proposer with authority to commit the firm. Proposals should be clear and concise, and will be evaluated against the criteria listed below. Emphasis should be placed on the specific qualifications of the people who will actually perform the subject work and the specific approach to the execution of the work. Include the following in the proposal:

(a) Project Team. Describe the proposer's company background. Identify, in an organizational chart format, the personnel to be assigned to the Project. Provide a brief outline of the manner in which the proposer will organize and manage the Project. Submit resumes for key personnel. Include a statement of commitment for non-substitution of key personnel without City's prior written consent. Describe, in sufficient detail, local and home office support facilities and resources the proposer will provide to complete the Project. Response to this paragraph should emphasize personnel resources, in-house expertise, facilities and services.

(b) Relevant Experience. Describe:

(i) The proposer's experience with similar website design and re-design projects. Explain the proposer's capabilities and experience, providing three examples (which may be readily viewed by the City) of recent similar projects performed by the proposer, indicating the proposer's role with respect to each such project.

(ii) The proposer's ability to meet time and project budget requirements demonstrated by previous projects and current workload. Describe any failure

within the last five years to materially complete any work awarded to the proposer within the time allowed for completion.

(iii) Any other websites of governmental entities that the proposer has designed.

(iv) Any disciplinary actions or lawsuits by or against the proposer or related entities during the past three years.

(c) Special Qualifications. Describe the unique or extraordinary skills or qualifications the proposer would bring to the Project. How would the selection of the proposer add value to and enhance the Project?

(d) Project Approach. Outline the proposer's planned methodology to complete the Project, include timeline and work plan, development and engineering of the site, software specifications, administration/technical support, training, customer service, etc. List all technical specifications required if City chooses to host the Website internally.

(e) References. Submit a list of at least three recent client references with addresses and current direct telephone numbers.

(f) Fees. The proposed all-inclusive price constituting the maximum dollar amount that will be charged to City for the completed Project. The proposal should specify fees for re-design, support and updates, including all on-going yearly costs. Provide the fee proposal in a separate, sealed envelope marked "Fee Proposal from _____ (insert name of proposer) for 2014 Cottonwood Heights Website Project."

(g) Identification of Anticipated Potential Problems. The proposal also should identify and describe any potential problems or recommendations with respect to the Project.

5. **Response Requirements.** Three bound copies and a CD of a pdf version of any response to this Request shall be submitted to City Recorder Kory Solorio at City's address specified above no later than 5:00 p.m. (Mountain Time) on **Wednesday, 28 May 2014**. Any response, modification or amendment received after that deadline is late. No late responses will be accepted and will be returned unopened. No electronic (facsimile, email, etc.) responses will be accepted. Printed materials shall be 8 ½" x 11", portrait format. Charts may be in 8 ½" x 14" landscape style format.

6. **Length.** The proposal shall not exceed 15 pages, not including dividers and covers. Submissions should be concise and targeted to the objectives of the Project. The Review Panel (defined below) will focus more on the conciseness, quality and relevance of the submission rather than its magnitude.

7. **Clearly Marked.** Each proposal must be clearly marked as: "*Proposal for Cottonwood Heights Website.*"

8. **Ownership.** All proposals shall become City's property and are subject to the Government Records Access and Management Act, UTAH CODE ANN. 63G-2-101 *et seq.* Any proprietary information contained in the response must be clearly marked and delineated. *See,*

e.g., UTAH CODE ANN. 63G-2-309. City may release any information contained in the response that is not marked and delineated as proprietary.

9. **Schedule.** City anticipates the following schedule:

<u>Event</u>	<u>Date</u>
Request for Proposals Issued	12 May 2014
Response Deadline	28 May 2014, 5:00 p.m.
Selection of Finalist Proposer(s)	2 June 2014
Finalist Proposers Interviewed (Optional)	11-13 June 2014
Consultant Selected	16 June 2014
Signed Consulting Agreement	27 June 2014

10. **Evaluation and Selection Process.** City will select the Consultant on the basis of demonstrated competence, similar project experience, qualifications, fee structure, and the other information to be contained in responsive proposals. A selection committee or individual (the “*Review Panel*”) will be appointed by City’s Manager (the “*Manager*”) to analyze the responses to this Request, to conduct any desired interviews, and to prioritize the proposers. Each proposal will be evaluated based on responsiveness to City’s needs and the award, if made, will be to the proposer who City, in its sole discretion, deems most responsive to the requirements of this Request and City’s needs. Proposers with previous experience with government websites are preferred. Subject to the foregoing, City anticipates selecting the Consultant using the following evaluation criteria:

Project Team	20%
Relevant Experience	30%
Special Qualifications	10%
Project Approach	20%
References	10%
Fees	10%

City may make a final selection directly from the submitted proposals or may “short list” several proposers for additional submissions and/or presentations. Oral presentations may be required at City’s discretion. If oral presentations are required, then they will be scheduled after the Review Panel completes its analysis of the responses and will be made at the presenter’s expense.

The Review Panel also may choose to interview one or more proposers prior to making its recommendation to the Manager. One or more proposers may be invited to interview with the

Manager and the City Council (the “*Council*”). The Manager will make the final selection of the Consultant in consultation with Council, selecting the proposer whose proposal is deemed to be most advantageous to City.

11. **Terms of Contracts.** The successful proposer will be required to enter into a comprehensive written agreement with City for the Project. The City Attorney, working with the selected proposer, will negotiate and draft such agreement, which will be in compliance with applicable laws, rules and regulations, and will contain such terms and conditions as City reasonably may require. If the selected proposer and the City Attorney are unable to negotiate an acceptable agreement, then another proposer will be selected by City and negotiation will continue with such other proposer until an acceptable agreement is completed.

12. **Suspension of Process, Etc.** City reserves the right to reject (in whole or in part) any and all responses to this Request; to amend, modify or waive any requirement set forth in this Request; and to accept any response deemed to be in the best interest of City, subject to legal requirements. Response to this Request is at the proposer’s sole risk and expense, and City shall not be liable for any cost associated with preparation by any party of any response to this Request. Although City anticipates selecting one of the proposers as the Consultant, there is no guaranty that any proposer will be selected as the Consultant or that the Project will be commenced or completed. City also reserves the right to cancel award of this contract at any time before execution of the contract by both parties if cancellation is deemed to be in City’s best interest. In no event shall City have any liability for the cancellation of the award.

13. **Contact Person.** Any questions or requests for clarification must be submitted in writing to Stephanie Dickey, City’s public relations specialist, by mail at the address specified above, by email at SDickey@cottonwoodheights.utah.gov, or by facsimile at 801.944.7005. Such questions or requests must be received by 5:00 p.m. at least five business days before the submittal deadline. To assure consistent responses to questions or requests for clarification, proposers are instructed **not** to contact any other City officers (including elected officers) or employees. Ms. Dickey will endeavor to respond to any such request(s) for clarification or additional information and, if Ms. Dickey deems (in her sole and absolute discretion) that such response is of general applicability, then her response, if any, will be posted on City’s website at www.cottonwoodheights.utah.gov (which will constitute a written response). Consequently, proposers to this Request are encouraged to review City’s website frequently.

15. **Insurance Coverage.** Insurance coverage will be required in accordance with the City’s standard requirements (attached). Each bidder should thoroughly examine such insurance requirements and be prepared to promptly provide appropriate proof of insurance if it is selected as the Consultant. Failure to meet the insurance requirements may result in cancellation of the bid acceptance.